



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

REGULAR MEETING - TUESDAY, OCTOBER 5, 2021
TELECONFERENCE – WITH NO PHYSICAL MEETING LOCATION
10:00 A.M.

This meeting will be conducted in accordance with City of Mountain View City Council Resolution No. 18603 in accordance with Assembly Bill 361. All members of the Downtown Committee will participate in the meeting by video conference, with no physical meeting location.

Members of the public wishing to comment on an item on the agenda may do so in the following ways:

1. Email comments to John.Lang@mountainview.gov by 5:00 p.m. on Monday, October 4, 2021. Emails will be forwarded to the Downtown Committee. Please identify the Agenda Item number in the subject line of your email. All emails received will be entered into the record for the meeting.
2. Provide oral public comments during the meeting:

Online: Register in advance to access the meeting via Zoom webinar: https://mountainview.gov/dtc_speakers.

You will be asked to enter an email address and a name. Your email address will not be disclosed to the public. After registering, you will receive an email with instructions on how to connect to the meeting.

When the Chair announces the item on which you wish to speak, click the “raise hand” feature in Zoom. Speakers will be notified of their turn shortly before they are called on to speak.

For instructions on using the “raise hand” feature in Zoom, visit https://mountainview.gov/raise_hand.

By phone: Dial: 669-900-9128 or 877-853-5257 (toll-free) and enter

Webinar ID: 822 1419 0804

When the Chair announces the item on which you wish to speak, dial *9. Phone participants will be called on by the last two digits of their phone number.

When called to speak, please limit your comments to the time allotted (up to three minutes, at the discretion of the Chair).

1. **CALL TO ORDER**

2. **ROLL CALL** – Committee members Pamela Baird, Erik Cormier, Maria Lange, Kira Pascoe, Jamil Shaikh, Vice Chair Mike Kasperzak, and Chair Merry Yen.

3. **MINUTES APPROVAL**

Minutes for the September 7, 2021 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for identification of agenda items for future meetings.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

6. **UNFINISHED BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATES**

Staff will provide updates on downtown development projects.

6.2 **CASTRO STREET CLOSURE UPDATE**

Staff will provide an update on the Castro Street closure.

6.3 **SMALL BUSINESS ACTION PLAN UPDATE**

Staff will provide an update on the Small Business Action Plan.

7. NEW BUSINESS

7.1 CASTRO PEDESTRIAN MALL FEASIBILITY STUDY

Transportation Division staff will provide an update on the Castro Pedestrian Mall Feasibility Study.

7.2 HOLIDAY EVENTS

Recreation Division staff will provide an overview of upcoming holiday events.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

No action will be taken on any questions raised by the Committee at this time.

9. ADJOURNMENT

SM/6/CDD
805-10-05-21A



MINUTES

REGULAR MEETING - TUESDAY, SEPTEMBER 7, 2021
TELECONFERENCE – WITH NO PHYSICAL MEETING LOCATION
10:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 10:03 a.m.

2. ROLL CALL

Present: Committee members Erik Cormier, Maria Lange, Kira Pascoe, Jamil Shaikh, Vice Chair Mike Kasperzak, and Chair Merry Yen.

Absent: Committee member Pamela Baird (excused).

Staff Present: John Lang, Economic Vitality Manager; Tiffany Chew, Business Development Specialist; Sabina Mora, Business Development Specialist; Erin Brewster, Public Works Analyst; and Eric Anderson, Senior Planner.

3. MINUTES APPROVAL

The minutes of the June 8, 2021 meeting were distributed prior to the meeting and approved as distributed.

Motion – M/S Kasperzak/Lange – Carried 6-0-1; Baird absent – To approve the minutes of June 8, 2021, as distributed.

4. UPCOMING AGENDA TOPICS

- Future of Castro Street
- Downtown Parking Strategy Update
- Location of the Farmers Market
- Downtown Live Entertainment
- General Downtown Business Issues

A member of the Committee would like to reserve a portion of the meeting for discussing downtown business issues.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC – None.**

6. **UNFINISHED BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATE**

Planning Division staff provided an update on downtown development projects.

No action taken.

6.2 **CASTRO STREET CLOSURE UPDATE**

Staff provided an update on the Castro Street Closure. The City Council approved the reopening of the 400 block and extension of the street closure from the 100 to 300 blocks through the end of 2021. Staff has updated the street furniture, bollards, railings, and other equipment. Staff continues to provide opportunities for public input on the future of Castro Street, including focused outreach to businesses and the community at-large. The Committee will receive an update on permanent plans for Castro Street next month.

No action taken.

Public comment opened at 10:21 a.m.

A member of the public asked whether the closure could be extended beyond January 2022. Staff responded that the future of Castro Street is currently being evaluated, including whether there will be a permanent closure.

Public comment closed at 10:23 a.m.

6.3 **SMALL BUSINESS ACTION PLAN UPDATE**

Staff provided an update on the Small Business Grant Program. The City Council approved additional funding for the program. Grants will first be allocated to businesses who were eligible and entered into the lottery in Round 1.0 but did not receive a grant. The remaining funds will be available to new applicants, and the process will be the same as the previous round

where eligible businesses were entered into a lottery. More information will be provided to the Committee at the next meeting.

No action taken.

7. NEW BUSINESS

7.1 DOWNTOWN PARKING GARAGE

Staff provided a summary of a presentation provided to the City Council on August 24, 2021. The presentation included a summary of a parking supply and demand analysis, potential timeline for the construction of a new parking garage, partnership opportunities and funding sources, and a recommendation that Lot 5 would be the best option for a parking garage. The Committee provided feedback on the impact of the parking garage on the adjacent neighborhoods, downtown signage, and relationship to the City's sustainability goals.

No action taken.

7.2 FOOD SERVICE WARE ORDINANCE

Staff provided an update on the proposed food service ware ordinance changes that the City Council will consider in fall 2021. Staff summarized the proposed changes to the ordinance, how food service providers would be impacted, proposed timeline for implementation, potential exemptions and waivers, and similar ordinances in the region.

No action taken.

Public comment opened at 10:57 a.m.

A member of the public would like to review the draft ordinance and asked about the process of granting waivers and how the City is planning to educate businesses and the general public about the changes. Staff responded to each question, including information about the process for requesting exemptions and waivers, and that there is no ordinance available for public review at this time, but the draft ordinance will be posted to the City's website for review in November 2021.

Public comment closed at 11:01 a.m.

7.3 BUSINESS IMPROVEMENT AREA ASSESSMENT DISTRICT

Staff provided an overview of the annual downtown Business Improvement Area (BIA) renewal process. The Downtown Business Association provided an update on annual staffing and programming.

No action taken.

7.4 DOWNTOWN COMMITTEE ACCOMPLISHMENTS

Staff provided an overview of the Committee's Fiscal Year 2020-21 accomplishments.

No action taken.

7.5 DOWNTOWN COMMITTEE SCHEDULE

As required by City Council Policy K-2, the Committee proposed the following schedule for the remainder of the 2021 calendar year: October 5, 2021, November 2, 2021, and December 7, 2021.

Motion – M/S Yen/Kasperzak – Carried 6-0-1; Baird absent – To approve the schedule of annual meetings as proposed.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

A member of the Committee asked that staff inform the Facilities team that the parking structure stairways need to be cleaned.

Staff reminded the Committee about the Celebration of Service on Monday, September 27, 2021 at 5:30 p.m.

Staff is waiting for confirmation on whether the October meeting will be in person or virtual.

9. **ADJOURNMENT**

The meeting was adjourned at 11:36 a.m.

SM/6/CDD
805-09-07-21mn

**MEMORANDUM**

Community Development Department

DATE: October 5, 2021

TO: Downtown Committee

FROM: Krisha Penollar, Associate Planner

SUBJECT: October 2021 Downtown Development Update

NEW CONSTRUCTION – RESIDENTIAL

1. 231-235 Hope Street (Maston Architects): Three stories, nine units.

Applicant: Maston Architects.

- The City Council approved project on June 16, 2015. The project entitlement expired.
- New application for the same project was filed in June 2019.
- The City Council approved the project on December 10, 2019.
- Under construction.

2. 325 Franklin Street (DaRosa Associates): 15-unit condominium.

Applicant: DaRosa Architects.

- Approved by the City Council on December 8, 2020.
- Proposes a 15-unit condominium project to replace 13 apartment units.

3. 864 Hope Street (Acadia Architecture): Two to three stories, three detached condo units.

Applicant: Christina Liu.

- Approved by the Zoning Administrator on November 14, 2018.
- Under construction.

NEW CONSTRUCTION – MIXED-USE

4. Hope Street Lots: Four to five stories, 180 hotel rooms, 53,000 square foot office and commercial.

Applicant: The Robert Green Company.

- The City Council approved the project on November 27, 2018.
- Building permits under review.

5. 676 West Dana Street (Maston Architects): Four stories, two levels of underground parking, ground-floor retail and office, and seven residential units on Floors 2 through 4.

Applicant: Maston Architects.

- Approved by the City Council on December 8, 2020.

6. 881 Castro Street: Five stories, two levels of underground parking, ground-floor commercial spaces, 20 condominium units, and four townhomes.

Applicant: Glen Yonekura, Castro GPRV 10 LLC.

- Under review.

7. Lot 12: Five stories, ground-floor commercial spaces, and 120 affordable units.

Applicant: Related/Alta Housing.

- Under review.
- Authorized to submit a formal application by the City Council on August 24, 2021.

NEW CONSTRUCTION – COMMERCIAL

8. 701 West Evelyn Avenue: Four stories, 28,090 square foot office and 6,841 square foot ground-floor commercial (Subway Restaurant, Depot Garage, etc.).

Applicant: Matt Love, Insight Realty Company.

- The City Council approved the project on November 18, 2019 but also expressed interest in alternative parking agreements with the developer, which may include more parking funding or construction of a parking garage on Lot 6.
- The alternate parking program may be considered by the City Council after review of the Downtown Parking Strategy.

9. 705 West Dana Street: Three stories, two levels of underground parking, ground-floor retail, and upper floor-offices.

Applicant: Lund Smith, Hope Dana LP.

- Under review.

10. 756 California Street: Three stories, 7,664 square foot office building with ground-floor medical office.

Applicant: 756 California LLC.

- Under review.

11. 747 Dana Street (Kenneth Rodrigues and Partners): Three-story, 8,552 square foot building with ground-floor retail.

Applicant: Ken Rodrigues, Kenneth Rodrigues and Partners.

- Under review.

12. 590 Castro Street (The Sobrato Organization): Four-story, 106,000 square foot office building with a public plaza (Wells Fargo).

Applicant: Tim Steele, the Sobrato Organization.

- Under review.

FACADE IMPROVEMENTS AND NEW TENANTS

13. 607 West Dana Street: Facade improvements to a multi-tenant building and provisional use permit for an art studio.

Applicant: Maston Architects.

- Approved by Zoning Administrator on July 10, 2019.
- Under construction.

14. 444 Castro Street: Provisional Use Permit for Cyclebar.

Applicant: Jihan Bayyari, Cyclebar.

- Approved by the Zoning Administrator on February 12, 2020.
- Building plans under review.

15. 312 Castro Street: Provisional Use Permit for Orange Theory.

Applicant: Terri Dickerhoff, CRG Development.

- Approved by the Zoning Administrator on May 13, 2020.
- Under construction.

16. 298 Castro Street: Provisional Use Permit for a new restaurant (Nick the Greek).

Applicant: Glenn Cunningham, Glenn Bull's Eye Cadd.

- Approved by the Zoning Administrator on December 9, 2020.
- Building plans under review.

17. 954 Villa Street: Provisional Use Permit to allow an office use to replace an existing restaurant use (Tied House).

Applicant: Maston Architect.

- Approved by the Zoning Administrator June 9, 2021.
- Building plans under review.

18. 301 Castro Street: New retail tenant (Bloomsaving).

Applicant: Ken Rodrigues, Kenneth Rodrigues and Partners.

- Under construction.

19. 740 Villa Street: New restaurant tenant (Happy Lemon).

- Under construction.

20. 682 Villa Street: Provisional Use Permit to convert an existing multi-tenant commercial building with office and medical uses into a single-tenant administrative office building.

Applicant: Lund Smith, Hope Villa LP.

- Under review.

21. 105 Hope Street: Provisional Use Permit to convert an existing multi-tenant commercial building with office and medical uses into a single-tenant administrative office building.

Applicant: Lund Smith, Hope Evelyn LP.

- Under review.

CITY PROJECTS

22. Downtown Precise Plan Update: On December 3, 2019, the City Council approved the consultant scope of work for the Downtown Precise Plan Phase 1 update. The update is limited to three areas of the Precise Plan: Areas A, G, and H. At the June 8, 2021 City Council Study Session, staff was directed to focus on the following key elements:

- Update the City's Historic Preservation Ordinance.
- Disallow administrative and research and development office use on the ground floor of Area H fronting Castro Street and the side streets one block off Area H.

- Update the standards and guidelines of Areas A, G, and H to be objective, purposeful, and ensure development respects the existing character of downtown.
- Conduct an economic development feasibility analysis.

Final action public hearings expected early 2022.

23. Sidewalk Café License: The City Council waived Sidewalk Café payments for Fiscal Years 2020-21 and 2021-22.
24. Downtown Parking Strategy: In September 2020, the Economic Development Division began work with Nelson\Nygaard on the Downtown Parking Strategy in conjunction with the Planning Division. The project will take a comprehensive look at parking in downtown, reviewing data of parking utilization, existing and projected land uses, existing parking-related programs and planned improvements, parking operations, and input from stakeholders to develop a package of implementation strategies for parking in downtown.
 - Scheduled for final adoption November 2021.
25. Downtown Parking Structure: On August 24, 2021, the City Council directed staff to start studying a new parking structure on Lot 5 and to pursue additional developer partnerships to help fund the project.

KP/SM/6/CDD
805-10-05-21M

**MEMORANDUM**

Community Development Department

DATE: October 5, 2021

TO: Downtown Committee

FROM: John Lang, Economic Vitality Manager

SUBJECT: Small Business Action Plan Update Briefing

BACKGROUND

In June 2020, in response to the impact the COVID-19 pandemic was having on small businesses, the City very quickly launched a loan program to assist small businesses in Mountain View. The Small Business Loan program resulted in loans to 83 businesses, totaling \$677,000. As the pandemic continued, the City approved a more robust Small Business Action Plan (Plan) in September 2020 that included 10 recommendations (see Attachment 1). The City and its partners have been working hard to implement the 10 recommendations, as further outlined below. In addition, at the end of September 2021, the City launched Round 2.0 of the Small Business Grant program. The City is making available 21 additional \$5,000 small business grants to Mountain View businesses.

Small Business Action Plan Program Highlights

The Small Business Action Plan was adopted in September 2020 to help Mountain View small businesses during the pandemic as well as increase their resiliency for the long term. The Plan identified 10 recommendations that the City could implement to support small businesses. The City and its partners have achieved nine of the 10 adopted strategies (see Attachment 2). Some key highlights include Small Business Grant and Loan programs that provided \$1,057,000 in financial support to 159 Mountain View small businesses. There are another 21 Small Business Grant applications currently being processed worth \$105,000. Additionally, the City partnered with the Mountain View Chamber of Commerce to launch a buy-local campaign called Shop Safe, Shop Local. The Mountain View Marketplace, ilovemv.org, is a web-based platform that allows businesses to market themselves online and offer rewards or gift cards to prospective customers. Nearly 150 businesses created profiles in the marketplace, with 1,500 unique visitors, on average, visiting the web portal per quarter.

The Economic Development team also launched a biweekly business e-newsletter in English, Spanish, and Chinese. Distributed to 1,200 businesses, the newsletter provides valuable information on programs, important changes to health and safety protocols, and other information in an easily digestible format.

Castro StrEATs and Outdoor Mountain View

Since June 2020, the Mountain View community has enjoyed more space for walking, shopping, and dining outdoors via two programs, Castro StrEATs and Outdoor Mountain View. For retail and restaurant businesses, the outdoor space provided an opportunity to flex their business footprint during an unprecedented global pandemic. For the community and business patrons, the programs provided the opportunity to support local businesses while staying safe outdoors.

As the Castro StrEATs and the Outdoor Mountain View programs continue through the end of the year, the City will be reaching out to the community regarding the future of Castro Street and will return to Council with recommendations.

KP/SM/6/CDD
805-10-05-21M-1

- Attachments: 1. Adopted Small Business Action Plan
2. Small Business Action Plan Update

SMALL BUSINESS ACTION PLAN RECOMMENDATIONS

RECOMMENDATION #1: *Expand the customer base for small businesses using tools/resources that showcase keep them “top of mind” with existing and new customers. Develop a “Shop Local” program with a web-based directory of City businesses.*

SUPPORT THE FOLLOWING KEY FINDINGS:

- *Businesses need to expand customer base.*
- *Businesses need assistance with promotions and advertising.*

Develop a “Shop Local” program to promote small businesses in the City. These campaigns can be effective if they add content and value beyond the “feel good” message of supporting local businesses. Creating a web-based directory of City businesses allows customers to easily find businesses that serve their needs and expands the customer base for businesses.

Examples:

- City of Oakland: <https://shopoaklandnow.org/>
- Ballard Alliance: <https://www.visitballard.com/shop/>
- Capitol Hill Business Alliance: <https://supportcapitolhill.com/>
- ED Central Oregon: <http://bendmarketplace.com/products/>

Once the database is ready to launch, the following tools are needed to drive customers to the website and promotion of the website will need to be consistent and continuous.

- Press releases and news articles with local newspapers – Chamber and City public information
- Social media - Chamber
- Electronic newsletters to residents – City public information
- Public service announcements – City public information

RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • “Shop Oakland Now” was developed by “Main Street Launch which no longer provides a service for developing and supporting a web-based shop local directory. • The estimated cost for a web-based directory for Mountain View businesses is a one-time fee \$5,000 and \$15,000 annual licensing fee (no limit to number of businesses that participate). The platform allows businesses to easily upload information. • Consultant support to manage and implement the website: \$18,000. 	<p>For a quick launch of the web-based directory this initiative could be led by the Mountain View Chamber of Commerce with the City and Downtown Committee as partners. Other potential partners include:</p> <ul style="list-style-type: none"> • Owners of shopping centers located in the City • Owners of commercial property 	<p>Implementation: Three months to develop, populate directory with business information, and launch.</p> <p>Resiliency: Long-term</p>

RECOMMENDATION #2: *Create an interdepartmental Small Business Action Team in City Hall. Dedicate staff to regularly work with small businesses on challenges, issues and opportunities.*

SUPPORTING THE FOLLOWING KEY FINDINGS:

- *Businesses need to expand customer base.*
- *Businesses need short-term funding assistance.*
- *Businesses need assistance reducing business costs.*
- *Businesses need assistance with promotions and advertising.*
- *Businesses need clear, consistent information about health orders that affect operations.*
- *Businesses need assistance finding and retaining employees.*

Small businesses are the foundation of the local, State, and national economy. They are the primary source of job creation and provide almost all of the jobs in the City. Most of the interaction of businesses with government involves compliance with regulation, payment of fees that add to the cost of doing business, and permitting. Create a Small Business Action Team (SBAT) in City Hall with staff (Planning, Building, Revenue Services, Economic Development) who regularly work with small businesses and is led by a dedicated staff person experienced in dealing with small business challenges, issues, and opportunities.

- The Action Team can be virtual as long as there are assigned staff who work as a team and coordinate responses to inquiries and requests for assistance.
- Implementation of the small business assistance center will require orientation training for staff.
- Explore streamlining the permit process for improvements and adaptations businesses need to make to their operations and workspace.

- Explore reducing or temporarily waiving or deferring city fees to help decrease business costs.
- Expand services of the SBAT by hiring part-time college interns who have can provide technical assistance for digital tools to promote and advertise small business products and services; guidance and information about available loans and grants and other small businesses resources.

Example: The City of San José once had a small business permit expeditor program with staff who met weekly to address any issues. The program was discontinued because of budget cuts.

RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Allocation of time for planning, building, revenue, and finance staff. During shelter-in-place, the small business center will operate virtually. Other costs may include orientation training for staff. • Consultant support for development of team operating structure, including workflow plan and orientation training for staff: \$7,000. 	<p>City departments that routinely interface with small businesses.</p>	<p>Implementation: Four months for organizing and launching the team. Will require additional City resources and time as the business needs evolve.</p> <p>Resiliency: Long-term</p>

RECOMMENDATION #3: *Businesses need to receive current information about tools, resources, and programs available. E-mail is the preferred communication channel for business based on the business survey. Develop a monthly small business electronic newsletter than can be e-mailed to the City’s small businesses.*

SUPPORT THE FOLLOWING KEY FINDINGS:

- *Businesses need to expand customer base.*
- *Businesses need assistance with promotions and advertising.*

Develop a monthly small business electronic newsletter than can be emailed to businesses. E-mail is the preferred communication channel for business based on the business survey. The newsletter should be two-pages with topics aligned with the economic development web page. Newsletter information should be focused on needs of local and small businesses and kept to one or two pages.

Examples:

- City of Ventura: <https://myemail.constantcontact.com/Economic-Development-eNewsletter-09-03-20.html?soid=1102356663676&aid=vWgG1ARAYk>
- City of Wentzville: <https://cms.revize.com/revize/wentzville/The%20Biz%20Winter%202020%20FINAL.pdf>
- City of Cupertino: <https://www.cupertino.org/Home/ShowDocument?id=27491>

RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Include in duties of Economic Development Division staff. • Consultant support to manage and implement the newsletter for six months: \$18,000. 	Additional support and information provided by: <ul style="list-style-type: none"> • Other City departments who interface with small businesses • Chamber of Commerce • Downtown Committee 	Implementation: Three months to launch and develop. Resiliency: Long-term

RECOMMENDATION #4: *Access to capital is the No. 1 priority resource for small businesses. Modify the City’s Small Business Resiliency Program to increase loan amounts and allow use of funds that will help businesses build stronger, long-term resiliency.*

SUPPORT THE FOLLOWING KEY FINDINGS:

- *Businesses need to expand customer base.*
- *Businesses need assistance with promotions and advertising.*

If funds are still available, modify the City’s Small Business Resiliency Program.

- Increase loan amounts to \$10,000 to \$15, 000.
- Establish criteria for use of loan funds: working capital; improvements to business space; development of or modifications to website to expand online transactions, purchase or repair of equipment to facilitate more efficient operations.
- Give preference to most vulnerable and at-risk businesses defined by annual revenues and ownership (minority, women-owned, veteran owned businesses or other diverse populations).
- Exclude previous loan recipients and professional services.

If the City decides to implement Phase 2 of the of the Small Business Resiliency Loan Program, it is recommended that a short customer satisfaction survey be administered to previous applicants and recipients to determine what worked, what did not work, and how the loan program can be modified.

RESOURCES (including staffing and estimated cost)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Main Street Launch (current administrator of City loan program) charges a 15% fee for administering the loan program which requires significant time to review applications and documentation and oversee repayment of loans. 	<ul style="list-style-type: none"> • Chamber of Commerce • Downtown Committee 	Implementation: Three months to develop and launch. Resiliency: Long-term

<ul style="list-style-type: none"> • Consultant support to administer survey of applications and recipients from first phase of loan program: \$3,000. 		
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RECOMMENDATION #5: *Provide information about available public-sector and private-sector grants to assist small businesses.* Use the City’s economic development web page and proposed monthly electronic newsletter to provide information about available public-sector and private sector grants to assist small businesses.

SUPPORT THE FOLLOWING KEY FINDINGS:

- *Businesses need short-term funding assistance.*
- *Businesses need assistance reducing business costs.*

Use the City’s economic development web page and proposed monthly electronic newsletter to provide information about available public-sector and private-sector grants to assist small businesses. Many businesses do not have the financial capital to sustain their operations until the end of the year. The cost of doing business is also increasing—labor, supplies, utilities, etc. Grants are preferred option for funding assistance because many businesses do not want to incur more debt. Loan programs, such as those offered by SBA, require paperwork and the process is often unclear and time-consuming.

NOTE: Because the application process for new grant programs typically have short deadlines and have limited resources, information about these programs needs to be communicated quickly.

Examples: The following is a partial list of grants and loans available to small businesses:

- State Fund Insurance Grant to help businesses purchase Personal Protection Equipment and Supplies https://www.statefundca.com/Home/StaticIndex?id=https://content.statefundca.com//news/covid19supportfunds.asp&mc_cid=12cbde9f94&mc_eid=e2846f8254
- Ten (10) grants for minority-owned businesses: <https://www.business.com/articles/small-business-grants-for-minorities/>
- California’s largest nonprofit microlender, the Opportunity Fund, is offering microloans to small businesses. See: <https://www.opportunityfund.org/get-a-loan/>

Other resources:

When the pandemic ends, the focus shifts to grants and loan programs that focus on building long term resilience and sustainability for small businesses such as the Opportunity Fund. The Economic Development Administration (EDA) currently offers CARES funding for revolving loan programs which is a longer-term option that prefers a regional, leveraged approach. Main Street Launch has expressed interest in pursuing EDA funding.

RESOURCES (including staffing and estimated cost)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Include in duties of Economic Development Division staff. • Information should be an e-mail blast or via small business newsletter and shared with the Chamber and Downtown Committee. 	<ul style="list-style-type: none"> • Chamber of Commerce • Downtown Committee • Local banks and financial institutions • SBA • Corporate grant programs 	<p>Implementation: One month to develop and integrate into small business electronic newsletter.</p> <p>Resiliency: Long-term</p>

RECOMMENDATION #6: *Provide businesses support and assistance when using social media for advertising and promotion. Promote digital tools that can expand and improve electronic commerce for small businesses.*

SUPPORT THE FOLLOWING KEY FINDINGS:

- *Businesses need to expand customer base.*
- *Businesses need assistance with promotions and advertising.*

Using social media and the City’s electronic newsletter, Chamber and Downtown Committee communications, promote digital tools that can expand and improve electronic commerce for small businesses. During duration of pandemic, newsletter should be e-mailed monthly to local businesses. After pandemic, newsletter can be sent every quarter.

Examples:

- Google has created a business [resource page](#) with tips, recommendations and tools such as web-based workshops to help businesses communicate with [customers](#), [employees](#), and [remote work](#). Google is offering \$340 million in [advertising grants](#) for small- and medium-size businesses, a credit that will be added automatically to Google Ads accounts. The City and the Chamber of Commerce are Google partners, which allows businesses access to digital coaches and workshops. (The Chamber recently offered a Google workshop for businesses.)
- Facebook has developed online tools and resources for small business and their customers to facilitate and expand electronic commerce. See: <https://about.fb.com/supportsmallbusiness/#actionsfacebookistaking>

RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Include in duties of Economic Development Division staff. 	<ul style="list-style-type: none"> • Chamber of Commerce • Downtown Committee 	<p>Implementation: One month to develop and launch.</p> <p>Resiliency: Long-term</p>

RECOMMENDATION #7: *Businesses need current information and assistance maintaining and promoting a safe environment for customers and employees. Provide clear, consistent updated information about County and State health orders regarding business operations including County and State approved checklist templates and other signage.*

SUPPORT THE FOLLOWING KEY FINDINGS:

- *Businesses need assistance reducing business costs.*
- *Businesses need clear, consistent information about health orders that affect operations.*
- *Businesses need assistance finding and retaining employees.*

Use the City’s Economic Development web page and proposed monthly electronic newsletter to provide clear, consistent updated information about County and State health orders regarding business operations, including County- and State-approved checklist templates and other signage.

Example:

- City of Oakland: <https://www.oaklandca.gov/resources/coronavirus-2019-covid-19-business-and-worker-resources>

RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Include in duties of Economic Development Division staff. 	<ul style="list-style-type: none"> • Chamber of Commerce • Downtown Committee 	<p>Implementation: <i>Ongoing</i></p> <p>Resiliency: During Pandemic</p>

RECOMMENDATION #8: *Promote Mountain View as a “safe city” for businesses and customers. Expand the “Shop Local” campaign to “Shop Local, Shop Safe.”*

SUPPORTING THE FOLLOWING KEY FINDINGS:

- *Businesses need assistance reducing business costs.*
- *Businesses need clear, consistent information about health orders that affect operations.*
- *Businesses need assistance finding and retaining employees.*

As part of the “Shop Local, Shop Safe” campaign, promote Mountain View as a “safe city” for businesses and their customers using social media, City, Chamber, and Downtown Committee websites.

Example:

- Downtown Livermore: <https://www.livermoredowntown.com/corona-businesses>

RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Include in duties of Economic Development Division staff. • Consultant support to develop and launch campaign: \$10,000. 	<ul style="list-style-type: none"> • Chamber of Commerce • Downtown Committee • Shopping center owners/property managers 	<p>Implementation: One month to develop and launch after “Shop Local” campaign is completed.</p> <p>Resiliency: During Pandemic</p>

RECOMMENDATION #9: *Businesses need access to PPE and supplies.* Explore options with private-sector businesses for bulk purchasing and other supplies needed by small businesses.

SUPPORTING THE FOLLOWING KEY FINDINGS:

- *Businesses need assistance reducing business costs.*
- *Businesses need clear, consistent information about health orders that affect operations.*
- *Businesses need assistance finding and retaining employees.*

Explore options with private-sector businesses, the County, and other cities for bulk purchasing of PPE and other supplies need by businesses. Hospitals, medical centers, and large businesses often create purchasing entities to centralize purchase of supplies, equipment, and material. They may be willing to participate in a program to help local businesses reduce the cost and increase the availability of PPE and supplies.

Example:

- County of Merced: Once had a program for purchasing equipment and supplies on behalf of smaller cities which enabled them to benefit from lower prices.

RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Identify City staff responsible for procurement to explore potential partnerships for purchasing of bulk PPE and supplies. 	<ul style="list-style-type: none"> • Santa Clara County • Other cities in the County • Chamber of Commerce • Hospitals and medical centers • Wholesalers of cleaning supplies and products 	<p>Implementation: Three months to launch and develop.</p> <p>Resiliency: During Pandemic</p>

RECOMMENDATION #10: Support employees with assurances of a safe work environment and resources for finding employment opportunities. Employers have difficulty hiring because workers want assurances of a safe work environment.

SUPPORTING THE FOLLOWING KEY FINDINGS KEY FINDINGS:

- Businesses need assistance reducing business costs.
- Businesses need clear, consistent information about health orders that affect operations.
- Businesses need assistance finding and retaining employees.

Based on feedback from NOVA Works, a Federally funded employment assistance program that serves northern Santa Clara County, employers have difficulty hiring because workers want assurances of a safe work environment. As part of the “Shop Local, Shop Safe” campaign outreach to businesses, provide information about NOVA’s business assistance services for hiring workers. Include NOVA as a business resource on the Economic Development web page and business newsletter for hiring workers and finding employment opportunities. See <https://jobboard.novaworks.org/>.

Example:

- This flyer which emphasizes COVID protocols can be adapted for use by businesses to recruit workers.

Learn how you can be a part of the Brisbane Warehouse Team at Williams-Sonoma, Inc. as a sample coordinator, responsible for products used for photoshoots, supporting the design and photo teams.

Pay: \$18-20 / hour (dependent on experience)

- Benefits:**
- Health, dental & vision insurance
 - 40% discount on **all** Williams Sonoma brands
 - Paid vacation, sick time, holidays & time off to volunteer
 - Tax-free commuter benefits

The Brisbane warehouse is operating on-site with COVID protocols for employee safety.



RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
<ul style="list-style-type: none"> • Include in duties of Economic Development Division staff. 	<ul style="list-style-type: none"> • Chamber of Commerce • Downtown Committee • NOVA Workforce Development 	<p>Implementation: Three months to develop and launch.</p> <p>Resiliency: During Pandemic</p>

POTENTIAL RECOMMENDATIONS (Need additional review):

With continued restrictions on indoor and outdoor dining, take-out and delivery of food have become the mainstay of restaurant businesses. Several cities have enacted emergency orders to reduce commissions charged by third-party delivery businesses from 30 percent to 15 percent of a food order.

SUPPORT THE FOLLOWING KEY FINDINGS:

- *Businesses need to expand customer base.*
- *Businesses need assistance with promotions and advertising.*

The City could consider limits on food delivery commissions to 15 percent of each order’s total before taxes or gratuities.

Examples:

- City of Fremont: <http://fremont.gov/ExecutiveOrder2020-07>
- City of Santa Clara: <https://santaclara.legistar.com/View.ashx?M=F&ID=8753362&GUID=1B238A1F-5676-40D5-94CE-15E82992D39A>

RESOURCES (including staffing and estimated costs)	PARTNERS	IMPLEMENTATION and RESILIENCY
City Attorney’s Office and Economic Development staff	<ul style="list-style-type: none"> • Downtown Committee • Chamber of Commerce 	Implementation: Immediate

TC/4/CDD
822-09-22-20Att2

Summary of Small Business Action Plan Actions

Number	Recommendation	Status	Action(s)
1	Expand the customer base for small businesses using tools/resources that showcase keep them "top of mind" with existing and new customers. Develop a "Shop Local" program with a web-based directory of City Businesses	Complete/ On-going	In partnership with the Mountain View Chamber of Commerce launched the Love Mountain View Market Place , a shop Local Program. The web based platform allows Mountain View businesses to establish a business profile along with the offer gift cards for sale to their respective establishments. The platform is free to all businesses to use and promote their businesses.
2	Create an interdepartmental Small Business Action Team in City Hall. Dedicate staff to regularly work with small businesses on challenges, issues and opportunities	Complete/ On-going	Created an interdepartmental team (Economic Development, Public Works, Planning, Finance, Legal) to work through regulatory issues including Castro StrEATs, Open Mountain View, road closures logistics and business coordination. Team meets on a weekly basis to discuss and work through identified issues and opportunities.
3	Businesses need to receive current information about tools, resources, and programs available. Email is the preferred communication channel for business based on the business based on the	Complete/ On-going	Developed and launched a multilingual biweekly electronic newsletter for businesses. The content for the business newsletter varies on topics such as financial resources, events

Summary of Small Business Action Plan Actions

	<p>business survey. Develop a monthly small business electronic newsletter that can be e-mailed to the City's Small businesses</p>		<p>and webinars, small business programs and local, state and federal policies. Current and archived newsletters can be accessed via the City's website.</p>
<p>4</p>	<p>Access to capital is the No. 1 priority resource for small businesses. Modify the City's Small Business Resiliency Program to increase loan amounts and allow use of funds that will help businesses build stronger, long-term resiliency</p>	<p>Complete/ On-going</p>	<p>The City of Mountain View Small Business Grant Program provided Seven Six (76) \$5,000 grants to small businesses that have been impacted by the COVID-19 Pandemic (Round 1 and Round 1.5). In addition, the City of Mountain View launched a Small Business Loan Program that issued 83 small business loans totaling \$677,000.</p> <p>Through the Small Business Newsletter, information on State and Federal loan and grant programs was made readily available. Information and links are regularly featured in the Small Business Newsletter (See item #3)</p> <p>Round 2 of Mountain View Small Business grants launched September 27, 2021. 26 business from Round #1 that were not originally funded are being funded (Round 1.5) along</p>

Summary of Small Business Action Plan Actions

			with 21 new small business grants to eligible businesses. Information is available on the City's website .
5	Provide information about available public-sector and private-sector grants to assist small businesses. Use the City's Economic Development web page and proposed monthly electronic newsletter to provide information about available public-sector and private-sector grants to assist small businesses	Complete/ On-going	<p>Developed and launched a multilingual biweekly electronic newsletter for businesses. The content for the business newsletter varies on topics such as financial resources, events and webinars, small business programs and local, state and federal policies. Current and archived newsletters can be accessed via the City's website</p> <p>The City also maintains a dedicated web page under the COVID 19 section that highlights different resources and information available to small businesses.</p>
6	Provide businesses support and assistance when using social media for advertising and promotion. Promote digital tools that can expand and improve electronic commerce for small businesses. During duration of pandemic, newsletter should be e-mailed monthly to local businesses. After	Complete/ On-going	<p>The City maintains a dedicated web page under the COVID 19 section that highlights different resources, digital tools and information available to small businesses.</p> <p>The Chamber of Commerce also launched a specific COVID 19 resource page that included various</p>

Summary of Small Business Action Plan Actions

	<p>pandemic, newsletter can be sent every quarter.</p>		<p>resources available for small businesses.</p> <p>Developed and launched a multilingual biweekly electronic newsletter for businesses. The content for the business newsletter varies on topics such as financial resources, events and webinars, small business programs and local, state and federal policies. Current and archived newsletters can be accessed via the City's website.</p>
<p>7</p>	<p>Businesses need current information and assistance maintaining and promoting a safe environment for customers and employees. Provide clear, consistent updated information about County and State Health orders regarding business operations including County and State approved checklist templates and other signage</p>	<p>Complete/On-going</p>	<p>The City also maintains a dedicated web page under the COVID 19 section that highlights different resources and information available to small businesses.</p> <p>As information on local and state orders changed, businesses were alerted through a couple communication channels. The first communication channel was the Small Business Newsletter (#3). The second channel was through postings and distributions by the Chamber of Commerce. Most recently the Economic Development team has also</p>

Summary of Small Business Action Plan Actions

			<p>been providing information via social media via LinkedIn and Twitter.</p> <p>The Chamber of Commerce also launched a specific COVID 19 resource page that included various resources available for small businesses.</p>
8	Promote Mountain View as a "safe city" for businesses and customers. Expand the "Shop Local" campaign to "Shop Local, Shop Safe."	Complete/ On-going	<p>The City routinely posted updates related to County and State Health Orders on the COVID 19 web page. In addition, more specific business information was communicated through the Small Business Newsletter regarding Health Order requirements (Action #1).</p> <p>The City launched a Maskup MV campaign to further support safe environments for all through the weekly COVID 19 briefings.</p> <p>The Mountain View Chamber of Commerce hosted Back to Business seminars on several topics related to safely operations.</p>
9	Businesses need access to PPE and supplies. Explore options with private sector businesses for bulk	Not Started	The City of Mountain View will work to identify local suppliers, if available, of PPE and post the information on

Summary of Small Business Action Plan Actions

	<p>purchasing and other supplies needed by small businesses.</p>		<p>the COVID-19 resource page. Information will also be shared through various communication channels to the business community (business newsletter, partners communications, social media)</p>
10	<p>Support employees with assurances of a safe work environment and resources for finding employment opportunities. Employers have difficulty hiring because workers want assurances of a safe work environment.</p>	Ongoing	<p>The safe return to work for all is important. As state and federal guidance continues to change and evolve the City is sharing the information via its business Newsletter. Additionally, the City and Chamber hosted a back to business workshop on workplace safety. The City will continue to work with its Workforce Board partner NOVA to support workers returning a safe working environment.</p>

**MEMORANDUM**

Public Works Department

DATE: October 5, 2021

TO: Downtown Committee

FROM: Aruna Bodduna, Transportation Planner
James Lightbody, Project Manager

SUBJECT: Castro Pedestrian Mall Feasibility Study – Concept Alternatives

RECOMMENDATION

Receive information and provide feedback on the Castro Pedestrian Mall Feasibility Study – Concept Alternatives (Attachment 1).

BACKGROUND

Castro Street is Mountain View’s oldest commercial corridor, located in downtown Mountain View, which is the historic center and civic focus of the community. Castro Street is the “heart of downtown” characterized by pedestrian-scaled spaces, wider sidewalks, and street trees with large canopy and activated by the many people who live and work in the vicinity. The 100 to 300 blocks of Castro Street predominantly feature restaurant and retail establishments and transitions to more office, recreational, and municipal spaces progressing further south along the corridor.

The northern end of Castro Street connects to the Mountain View Transit Center, a major mobility hub for the City. Planned improvements through the Transit Center Master Plan Grade Separation and Access Project (GSAP) will create a more walkable connection to the Transit Center. The GSAP project will remove the at-grade vehicle crossing at the railroad tracks and Central Expressway and construct new pedestrian and bicycle undercrossings (Figure 1).

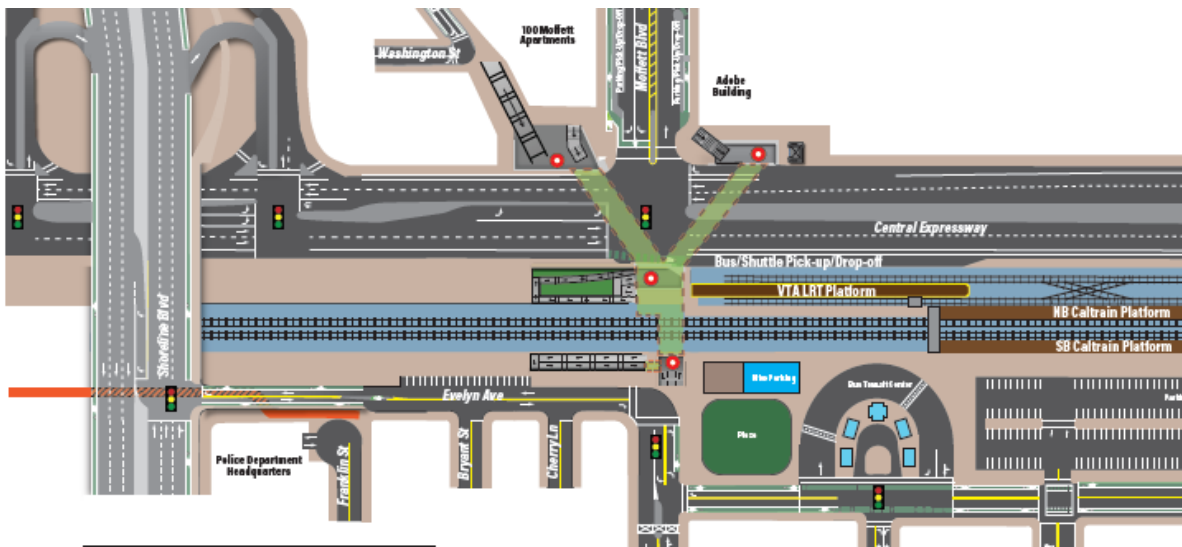


Figure 1: Transit Center Grade Separation and Access Project

During the [March 19, 2019](#) Council Study Session for the GSAP, the City Council expressed interest in exploring a pedestrian plaza/mall at the end of Castro Street. On June 11, 2019, Council approved Castro Pedestrian Mall Feasibility Study, Project 20-58, as part of the Fiscal Year 2019-20 Capital Improvement Program (CIP). On [December 10, 2019](#), Council approved an agreement with Gehl Studio, Inc. (Gehl), for this project.

Gehl is an urban design firm with extensive project experience on walkable, human-scale environments that help cities achieve their sustainability goals. They have global experience working on projects that involve designing pedestrian plazas and pedestrian-focused shared streets that create a vibrant and welcoming urban environment.

The scope of the Castro Pedestrian Mall Feasibility Study includes developing and analyzing very high-level concepts and alternatives for creating a pedestrian mall or public plaza along the 100 block of Castro Street, between Evelyn Avenue and Villa Street.

The project was initiated in February 2020 with the initial scope tasks of assessing existing conditions and data collection, but the development of concepts along with community and business outreach was put on hold due to the COVID-19 pandemic. City staff and consultant resources shifted focus to work on the temporary closure of Castro Street, known as the Castro StrEATs program. This program was implemented to facilitate outdoor dining within the public right-of-way, allow for social distancing, and support the recovery of Mountain View's downtown businesses along the 100, 200, 300, and 400 blocks of Castro Street. After the Castro StrEATs program began, the City Council amended the program several times to address the changing County Public Health orders and respond to feedback from the businesses along these blocks.

Although the Castro Pedestrian Mall Study's formal concept development with community and business outreach was delayed, the project was able to use the Castro StrEATs program to gain insight into business and community reactions to closing the blocks to traffic and fostering a more pedestrian environment with the outdoor dining. An online public user survey was available from July 2020 to provide feedback about the Castro StrEATs program. Of nearly 700 responses received on the survey:

- Two-thirds identified as living or working in Mountain View, and nearly one-third identified as being a local visitor to Castro Street from somewhere else within the Bay Area.
- Over half of the respondents visited Castro Street multiple times since the program began, suggesting that the program was successful in attracting repeat visits.
- 95% of users reported that they felt positively about the program.
- While the survey did not request feedback regarding future conditions, a majority of the respondents provided open-ended feedback that they would like Castro Street to remain as a pedestrian plaza permanently or considered as a pedestrian plaza in the future.

Feedback from the businesses along the 100 through 300 blocks of Castro Street about the Castro StrEATs program has been generally favorable and included support for extending the closure and outdoor dining until at least January 2022. It was found the closure of the 400 block of Castro Street was less useful for outdoor dining purposes and by June 2021, nearly all the businesses on the 400 block requested that the block be reopened to traffic.

In spring 2021, work began to develop high-level concept alternatives for the 100 block of Castro Street as originally included the project scope of work. Outreach with the businesses and community to receive feedback on the concepts began in August 2021.

DISCUSSION

Gehl's Feasibility Study Draft Report (Attachment 1) details the existing conditions and physical characteristics of the 100 block of Castro Street and presents the design principles/strategies used for developing the pedestrian mall concept alternatives. The design principles are based on the vision for the downtown as identified in the Downtown Precise Plan and anticipated changes occurring with the other downtown projects in the vicinity, such as the GSAP.

Under existing conditions, the 100 block of Castro Street has one through travel lane in each direction and one turn lane. The roadway width is 56', including the parking/Flex Zones. The full public right-of-way is approximately 80' (including sidewalks on either side). The GSAP will develop a revised configuration of the Castro Street/Evelyn Avenue intersection, allowing traffic to travel east and west on Evelyn Avenue as shown in Figure 1. This not only provides an alternate access into downtown, but also provides direct access to the Transit Center, especially for buses and shuttles.

Building upon the planned closure of the at-grade crossing of Castro Street, three concept alternatives were developed with an urban design perspective to create a pedestrian mall or plaza in the 100 block of Castro Street.

Concept Alternative A, “Expand Public Space”: Prioritizes maintaining vehicle access with minimal interruption to vehicle flows while moderately increasing space for Flex Zones and patio spaces.

Alternative A (Figure 2) provides expanded pedestrian space by narrowing the existing three-lane cross-section on Castro Street to two lanes within this block (a reduction of 10' in roadway width). The southbound left-turn movement from Castro Street onto Villa Street would not be allowed, and seven parking spaces will be eliminated. These changes allow for expanded public use spaces and Flex Zones. Although bicycles can continue to use the travel lanes similar to existing (pre-COVID) conditions, additional considerations will be investigated at a later stage.



Figure 2: Concept Alternative A

Concept Alternative B, “Castro Street Plaza”: Prioritizes the expansion of public space and establishment of a pedestrian mall on Castro Street.

Alternative B (Figure 3) closes Castro Street for vehicular traffic between West Evelyn Avenue and Villa Street to create a pedestrian mall in this segment. The two Evelyn Avenue legs will remain connected where Castro Street is currently located. Pedestrian crossing controls could be provided at the Evelyn Avenue and Castro Street crosswalks. Considerations for bicycle travel as well as emergency and service vehicle access accommodations through the pedestrian mall would be determined at a later stage.

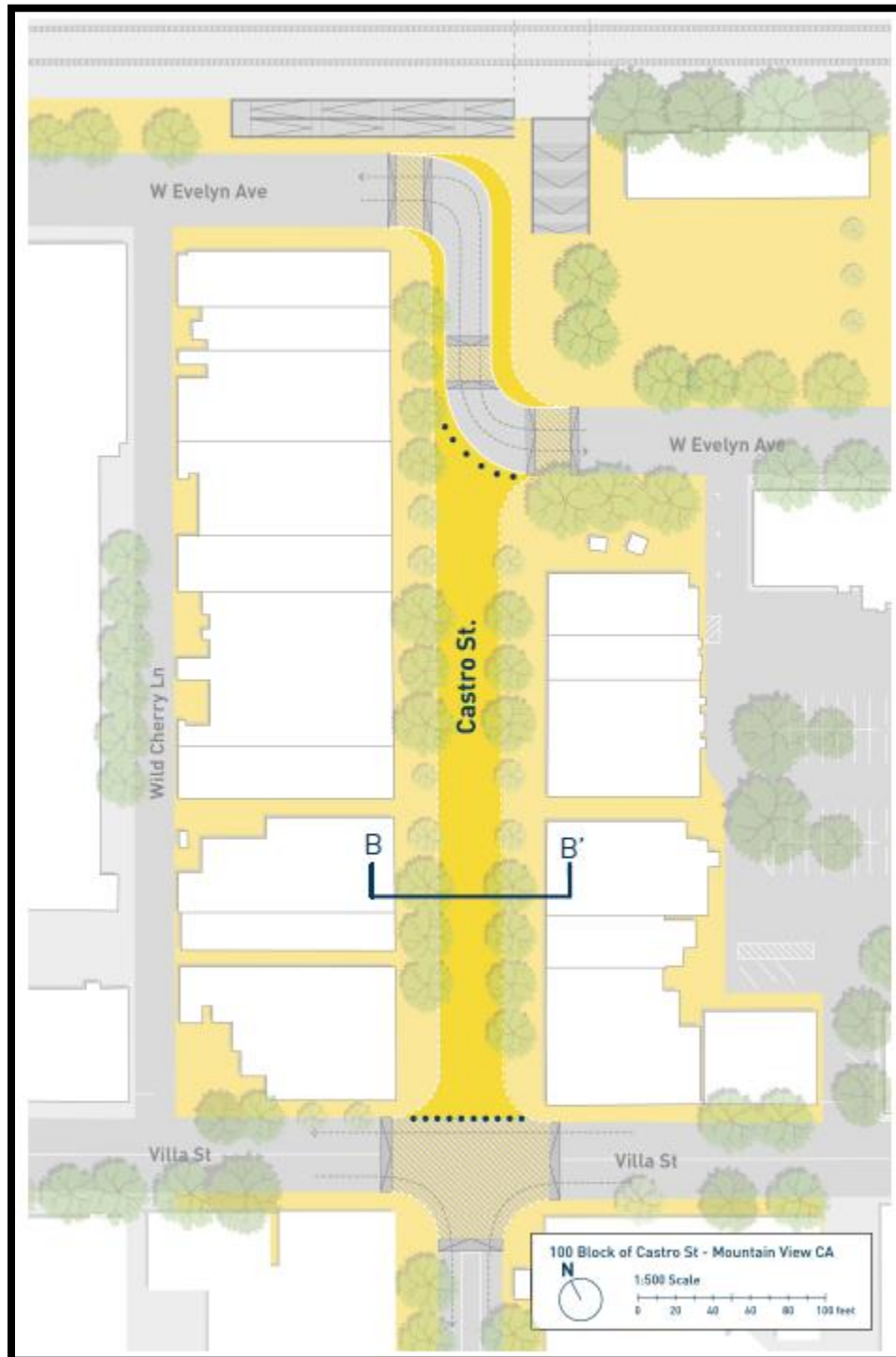


Figure 3: Concept Alternative B

Concept Alternative C, “Evelyn Realignment”: Prioritizes the further expansion of public pedestrian space on the north end of Castro Street by realigning West Evelyn Avenue and incorporating a portion of Centennial Plaza.

Alternative C (Figure 4) allows for a larger plaza area and a direct connection from Castro Street to the future GSAP undercrossing. With this alternative, the alignment of West Evelyn Avenue along Castro Street would be shifted east to align with Blossom Lane. The GSAP staircase entrance into the undercrossings would also shift south of West Evelyn Avenue to provide an alternative pathway to the at-grade street crossing. This would allow for a larger contiguous pedestrian space between the new pedestrian/bicycle undercrossing and the 100 block of Castro Street. Considerations for bicycle travel as well as emergency and service vehicle access through the pedestrian mall would be determined at a later stage.



Figure 4: Concept Alternative C

Traffic Analysis Summary

A traffic analysis was conducted to evaluate the impacts of the three concept alternatives. The analysis report is included as Attachment 2. The analysis shows that all three alternatives result in minimal impacts to traffic delay throughout the study area. While alternatives that close the 100 block of Castro Street to vehicular traffic (Alternatives B and C) result in relatively higher levels of vehicle diversion, the diverted traffic is not anticipated to result in any significant congestion impacts on nearby streets. Traffic volumes on the 100 block of Castro Street are low given existing trends and additional redistribution anticipated from the GSAP.

Concept Alternatives Summary

Table 1 summarizes the key features of each alternative. The alternatives improve, to varying degrees, the pedestrian realm by increasing the accessible space along Castro Street. Alternatives B and C are most effective for providing pedestrian safety benefits by eliminating conflicts with autos along Castro Street. Alternative C provides the additional benefit for both cyclists and pedestrians by reducing vehicle conflicts along West Evelyn Avenue to access the Transit Center and the Moffett Boulevard neighborhoods. All alternatives have similar parking impacts consisting of the loss of seven on-street spaces, requiring vehicles to use nearby public parking lots or on-street parking options.

Table 1: Concept Alternatives Summary

A	B	C
BENEFITS		
<ul style="list-style-type: none"> • Allows for more pedestrian or flex space compared to existing conditions. • Minimizes disruption to existing (pre-COVID) traffic flow. 	<ul style="list-style-type: none"> • More pedestrian space compared to Alternative A • Allows creation of pedestrian mall. • Enhances accessibility to new public spaces. • Maintains vehicle movement along West Evelyn Avenue. • Some improved access to Transit Center. 	<ul style="list-style-type: none"> • Substantial increase in public space with new plaza extending the pedestrian mall. • Enhances accessibility to public spaces. • Realigns vehicle movement along West Evelyn Avenue but maintains key access to downtown. • Improves pedestrian and bike direct access to both the Transit Center and Moffett Boulevard without crossing Evelyn Avenue.
CHALLENGES OR IMPACTS		
<ul style="list-style-type: none"> • Removes on-street parking. • Does not change accessibility to Transit Center. 	<ul style="list-style-type: none"> • Removes on-street parking. • Diversion of traffic flow on Castro Street. 	<ul style="list-style-type: none"> • Removes on-street parking. • Requires relocation or replacement of station building from Centennial Plaza. • Requires modification of proposed GSAP access. • Impacts Caltrain-owned Transit Center property. • Diversion of traffic flow on Castro Street.

A	B	C
IMPLEMENTATION		
<ul style="list-style-type: none"> • Lower cost and less complex infrastructure project. • Three to four years to design and construct once funding is available. 	<ul style="list-style-type: none"> • Somewhat higher cost than Alternative A and a little more complex. • Four to five years to design and construct once funding is available. 	<ul style="list-style-type: none"> • Higher-cost and more complex infrastructure project than other Alternatives. • Property acquisition from Caltrain and utility relocations along with demolishing or moving building and constructing new road connection. • Five to 10 years to design, acquire right-of-way, and construct once funding is available.

Stakeholder Engagement

Business and public outreach open houses were held on August 12, 2021 and September 7, 2021, respectively. Along with the Castro Pedestrian Mall Feasibility Study, other downtown planning projects (GSAP, Downtown Precise Plan, and Downtown Parking Strategy) were also included at the open house to provide a comprehensive update.

The scope of the Castro Pedestrian Mall Feasibility Study did not include the 200 and 300 blocks of Castro Street. However, with the current Castro StrEATs program, businesses and the public had the opportunity to experience vehicle-free roadway on these blocks. Building on these experiences, the open house attendees were also asked to provide feedback on whether the study’s scope should be expanded to include the 200 and/or 300 blocks of Castro Street in future phases of work.

Over 20 business representatives attended the August 12 Business open house, and over 35 responses were received on the online business survey. While a majority of the businesses at the open house were from the 100 and 200 blocks, online survey responses included representatives from all three blocks. A total of 17 businesses on the 100 block, 12 on the 200 block, and 11 on the 300 block provided feedback. Below is summary of key feedback received from the businesses:

- Permanent closure should not only be about the physical redesign of the space but should focus on the governance, maintenance, and programming aspects as well.

- Unlike current temporary closure for outdoor dining, permanent closure should consider programming other than just outdoor dining.
- Develop design guidelines and provide options to create unique but consistent aesthetic appearance through the closure area.
- Businesses strongly favor Alternatives B or C but also understand that Alternative C has financial implications that the City may not be able to undertake currently. There could be a phased approach.
- Nearly 70% of the business survey respondents support expanding the study to include the 200 and 300 blocks in the pedestrian mall concept.

Over 40 community members, including property owners along Castro Street, attended the September 7 public open house held at Civic Center Plaza. Community members indicated their preference for the 100 block alternative concepts by placing stickers on the boards. The feedback received showed that the public was very enthusiastic about Concept Alternative C and very concerned about Concept Alternative A. Community members were somewhat enthusiastic about Concept Alternative B and said they preferred Alternative C over Alternative B as it eliminates the vehicle-pedestrian conflicts at the Evelyn Avenue crosswalks. Some indicated that Alternative C could be more complex to achieve compared to Alternative B. Nearly all supported extending the closure to the 200 and 300 blocks.

An online survey (Figures 5 and 6) was available for the public and businesses to provide feedback on the concept alternatives developed for the 100 block and consideration of closure of the 200 and 300 blocks of Castro Street. Nearly 1,500 responses were received, and below is the key feedback from the online survey:

- Nearly 80% of the respondents identified as residents.
- Pedestrian experience, outdoor dining, and vehicle restrictions were identified as the top three success parameters, while vehicle conflicts and cost were identified as major concerns for choosing the concept alternatives.
- A majority of the respondents favor Alternative C, followed by Alternative B.
- Nearly 90% do not support returning Castro Street to pre-COVID conditions.

- Over 85% support the 100, 200, and 300 blocks of Castro Street to remain closed to vehicle traffic after January 2022, using the interim measures currently in place until a pedestrian mall/plaza can be designed and constructed.
- Over 87% supported expanding the study to include the 200 and 300 blocks in the pedestrian mall concept.

On a scale from 1-5, please take a moment to rank the 3 concept alternatives and the option to make no changes (at the end of the ranking we welcome additional input with a write in response option)

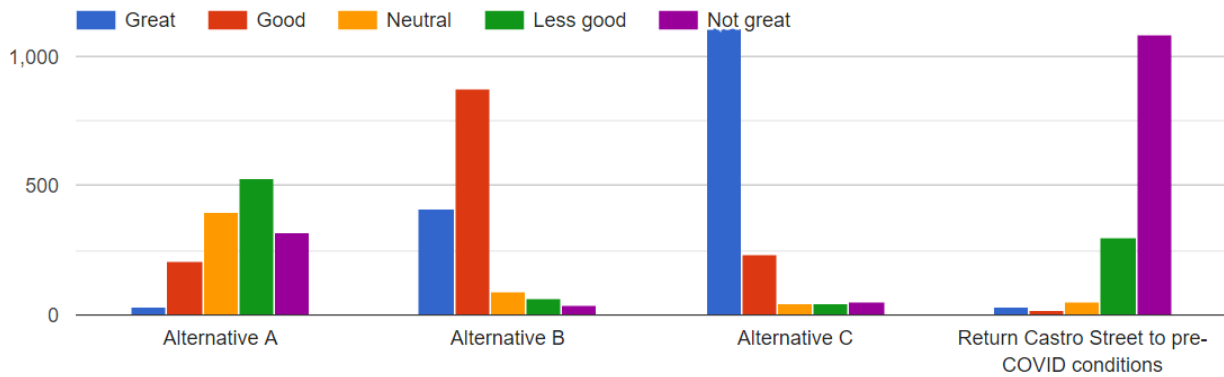


Figure 5: Survey Results for Alternatives

The current scope of study is a feasibility study for creating a pedestrian mall of plaza along the 100 block of Castro Street. Should the study be expanded to include the 200 and 300 block of Castro? (W Evelyn Avenue to California)

1,490 responses

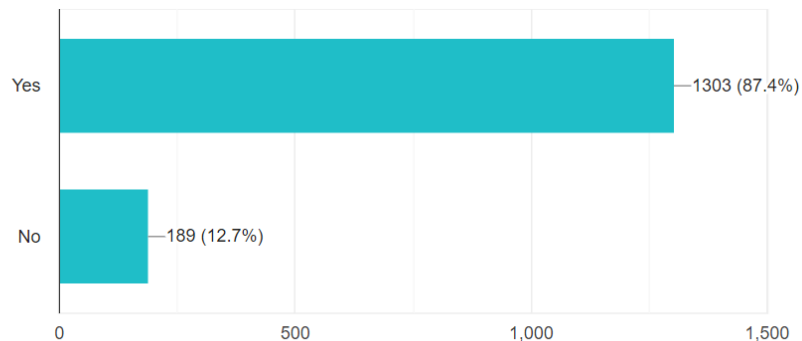


Figure 6: Survey Results for Pedestrian Mall

QUESTIONS

The project team is seeking the Downtown Committee's input on the following key questions:

1. Which Concept Alternative(s) for the 100 block of Castro Street are supported by the Downtown Committee?
2. Should the study scope be expanded to encompass the 200 and 300 blocks of Castro Street?
3. What input does the Downtown Committee have into critical issues and key design features to consider for next steps in developing a pedestrian mall/plaza concept for Castro Street?

NEXT STEPS

Staff will present this information at a City Council Study Session on October 12, 2021. Based on the feedback received from the committees and direction from Council, staff will develop the next steps that may include the following:

- Council resolutions to continue the current closures of the 100, 200, and/or 300 blocks of Castro Street beyond January 2022.
- Identification of actions, budget, and staffing resources for interim improvements to the current closure.
- Identify funding and staffing resources to create a CIP project for further development of the preferred concept and for the design and construction of the final concept.

AB-JL/SM/6/PWK

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- Attachments:
1. Castro Pedestrian Mall Feasibility Study Draft Report
 2. Castro Pedestrian Mall Feasibility Study – Traffic Analysis